



ROAD BIKE

MAGAZINE 2017



TV LISTINGS
FOR ALL EVENTS



INSIDE THE PELOTON

The response from our annual Tour de France Guide readers as well as road riding fans from the African continent thirsting for insight on the pro tour and inspiration to ride has led us to publishing a road cycling specific mag in Africa.

Combining content from international road cycling authority ProCycling magazine with unique local insights from our experienced editorial team, we have a winner in store for worshipers of the pavé.

A fearless, sleek and aero bunch, inspired by losing themselves on the switchbacks of mountain passes, kitted in lightweight bling, find their spot in the pro peloton with Road Bike.

Electric Ink Media, renowned for its captivating, high end publications and high profile partnership events have responded to their road fan's call by delivering an edgy, yet classic dual platform Road Bike magazine.

Roadies can indulge quarterly with insights from the pro peloton, launching both digitally and in print in February 2017.

ADVERTISING RATES 2017

Advertising includes full page in digital edition

Full page	R17 500
DPS	R27 500
IFC DPS	R32 500
IBC	R21 000
OBC	R26 000
DPS (1st 8 pages).....	R31 500
Half page	R12 000

- Special positions inside the first 20 pages carry a 15% loading fee
- Advertorial prices are same as above, but exclude agency commission.
- Call us for prices on links and digital catalogs.

MARKETING & DISTRIBUTION

Africa's only pure road cycling magazine will be promoted throughout the continent by Supersport, Road Bike magazine's media partners.

Printed editions of the publication will be available quarterly at selected retailers & bike shops nationwide. Free digital copies will be promoted online from February 2017.

Sign up for your 4 quarterly issues at www.electricink.co.za or find it on the social media pages of the fastest, most stylish roadies around.

2017 DEADLINES

SUMMER ISSUE

Booking deadline: 26 January
Material Deadline: 31 January
On Sale: 20 February

AUTUMN ISSUE

Booking deadline: 9 May
Material Deadline: 15 May
On Sale: 31 May

WINTER ISSUE

Booking deadline: 27 July
Material Deadline: 1 August
On Sale: 16 August

SPRING ISSUE

Booking deadline: 12 October
Material Deadline: 17 October
On Sale: 7 November



WHY A ROAD CYCLING MAGAZINE?

Packed with powerful imagery, compelling content and deep interviews with like-minded riders, Road Bike is the only road cycling specific magazine in Africa.

Our niche of affluent road racers, inspired by the heroics and personal insights of pro's on their ceramic spun machines are always looking for the next escape.

The digital version allows advertisers to direct readers to their websites, social media pages, videos and blogs to provide an interactive brand experience with Road Bike.

Our magazine will inform and inspire readers. Their deeply engaged attention should result in greater connection to advertisers brand values and sales messaging.



DIGITAL & PRINT MATERIAL REQUIREMENTS

	TYPE	BLEED	TRIM	DIGITAL
DPS	280 x 440mm	310 x 470mm	300 x 460mm	N/A
FULL PAGE	280 x 200mm	310 x 235mm	300 x 230mm	210 x 148mm
1/2 PAGE V	280 x 100mm	310 x 115mm	300 x 110mm	105 x 148mm
1/2 PAGE H	140 x 200mm	155 x 235mm	150 x 230mm	210 x 74mm

All print material to be supplied in PDF format at 300dpi in CMYK with fonts embedded.

All digital material to be supplied in PDF format at 300dpi in RGB with fonts embedded.

Colour proofs or eproofs must be supplied with all advertisements.

ADVERTISING ENQUIRIES

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ElectricInk Media: Publishers of SA's leading official event magazines.



Rate card can be downloaded on www.electricink.co.za